

## II. Remarks

Reconsideration of the application as amended is respectfully requested. This amendment is submitted along with a Request for Continued Examination and is responsive to the Office Action of August 30, 2005. It is submitted that as amended the claims now distinguish the prior art and are in condition for allowance. In addition claims 15 and 18 through 23 have been amended in accordance with the remarks of the examiner in the advisory action of October 4, 2004.

The application has independent claims 1, 15, 24 and 25. Claim 1 has been amended to clarify that the fishing lure has a body and a jacket installed *over* the body. This further distinguishes the claim from the structure of the patent to Fima wherein the examiner has recited the same structural element of Fima (12, 20) as being *both* the jacket and the body. The claim has been amended to recite that the body housing sidewalls are made of a light transmissive material. This is in contrast to a structure made of an opaque material simply having holes. The lure of the patent to Fima does not have a jacket but has a body with opaque sidewalls with two holes. The holes are not sidewalls. The sidewalls are not light transmissive. The light transmissive conducting fibers are not sidewalls. The claim has been amended to recite that the first linear bank of lights includes a set of light sources. This distinguishes the lights of the claimed lure from fiber optic cable which the examiner contends to be lights. This further distinguishes the claim from the structure of Fima which makes a distinction between light sources and fiber optic cables which Fima characterizes as light conducting optical fibers. Claim 1 recites that the lights sources are viewable through the sidewalls of the housing. In the patent to

Fima only the ends of the light conducting optical fibers which extend through holes in the sidewalls are viewable.

Claim 15 has been amended to clarify that the lights are light sources to clearly distinguish the fiber optic bundle which is recited as a separate element of the claim. A jacket is recited as being installed *over* the body and is made of a light transmissive material. The body housing is recited as having sidewalls made of a light transmissive material. As discussed the patent to Fima does not teach such structure. The claim recites an electronic flasher module to sequentially flash the light sources of the circular light bank to attract fish. The device of the patent to Fima does not teach an electronic flasher module. Fima has a rolling contact switch. The switch does not sequentially flash the lights. The switch simultaneously flashes the lights.

Independent claim 24 has been amended to clarify that the body housing has sidewalls made of a light transmissive material. The lights are recited as light sources. The light sources are arranged in first and second linear banks with each including a plurality of light sources. The light sources are viewable through the light transmissive sidewalls of the body. A flasher module flashes the lights sequentially, i.e. one after another. As discussed above these elements are not shown in the prior art of record.

Claim 25 has been amended to clarify that the first linear bank of lights includes a plurality of light sources. The circular light bank also includes a plurality of light sources. The circular light bank is located aft of the linear light bank. An electronic flasher module is connected to the light banks. For reasons discussed above this claim is distinguished from the prior art of record.


By letter dated April 15, 2005 Applicant submitted formal drawings for replacement of the drawings on file. Approval of the formal drawings and replacement of the drawings on file with the formal drawings is respectfully requested.

Respectfully Submitted,

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